

Minutes of 7/2/20 MEDC Meeting, 8 am. Via Zoom

Members present: Jack MacKeen, Sarah Cressy, Lynda Thayer, Roz Greenstein, Karen Freker, Bill Nemser, and Jerry Beck. **Members absent:** Megan Zammuto and Dick Downey

Others present: Greg Johnson (TA), Zannah Noe (Ec. Dev. Project Coordinator), and Kaitlin Young (Planning Dept.)

Minutes of 6/11/2020 and 6/18/2020 unanimously approved.

Local Business Recovery

MacKeen thanked the Board of Selectmen for their time, effort, and flexibility with the outdoor dining program.

Thayer raised question on the Azucar outdoor dining situation. She thought that there would be a complete closure of the entrance (between Azucar and Sugar Snap). At present, the issue is being resolved with cones.

Thayer requested preparation of temporary 15-minute signs, like Hudson, to be used if needed.

The following businesses have been approved for establishing outside dining and retail—Azucar, Amory's, Babicos, Art Signals, and the Elks.

At present, there is no parking enforcement officer. A job description for a police budget funded "intern" that would provide afternoon shift parking enforcement has been posted.

Maynard Parking Authority Management Plan

Mission is to ensure that parking meets demand to foster continued economic success.

Due to Zammuto's absence, MacKeen made the presentation. The focus of the 7/7/2020 parking presentation to the BOS will focus on Main and Nason. The first step is to establish clear signage, because without it, you cannot enforce fairly.

At present, there are four 15-minute parking spots, but only one (Main Street Liquors) has signage.

At a Parking Authority Meeting, Kathy Cormier, owner of the Flower Pot on Main Street, proposed that meters should be for one hour. After discussion, and given that would require modifications to all affected meters, the Authority will recommend that all parking spaces along Main and Nason will continue as two hours, between 8 am. and 5 pm. Additionally, meters from existing stock will be added on Main Street, on the eastern side, from The Pleasant Café to Nexus Dental. Cressy asked if new meters would take credit/debit cards? She also asked about designated loading zones in downtown Maynard.

Downey reminded members via email about the planned analysis and possible redistribution of handicapped parking spaces at Subway. Thayer suggested that the Authority wrap in the ADA Committee regarding handicapped parking placement. Greenstein suggested that an ADA representative have a seat on the parking authority. Johnson will reach out to the ADA Committee but mentioned that DeMarco (DPW) is experienced in this area.

Young and Zammuto are currently working with Maro Hogan to create a parking map for distribution as part of the communication process re new meters, enforcement hours and alternate parking locations.

Powdermill Corridor

Nemser will meet with MAPC soon. He was hoping that the MAPC grant would serve as an immediate launching pad for a Mass Works Grant to address Maynard's water issues. However, MAPC has advised Maynard to wait a year.

The group had a brief discussion on how to involve the MEDC in the Powdermill Project. Done right, Cressy commented that this corridor has great economic development potential. Greenstein commented that the fact that she left this corridor out of her branding white paper is evidence that this corridor is an orphan.

Communicating Economic Development Perspective

Nemser voiced his concern about viable economic development projects being derailed by a small, very vocal minority. Regarding community events, Cressy has experienced a similar phenomenon, that with some, personal needs trump the community at large. In Cressy's opinion, the pros of being in a downtown are that much of the infrastructure—walks, roads, parks, plantings—are funded via public funds. Additionally, downtown rents tend to be cheaper than other commercial options—both in terms of square footage and limited triple net. The con is that for certain programs and events, downtown businesses must share the public space with something that might not directly improve their bottom line. Greenstein suggested that there should be field analysis and a process put into place.

Other

- MacKeen reminded members to promote the #maynarddelivers promotion sponsored by the Cultural district from July 5-11.
- Art's Specialty's is moving into the former Bank of America building.
- Farmers' Market opened on June 27th. According to MacKeen, they had 350 customers and were pleased.
- According to signage on their door, Thayer informed the group that The Paper Store will re-open at 129 Parker.
- Whenever possible, Thayer asked Beck to promote that the Artmobiles come from Maynard.
- MacKeen announced that meetings will move back to the 2nd and 4th Thursday.

Meeting adjourned at 9:33 am.

Minutes submitted by Sarah Cressy on 7.2.2020.